

ARM 452

Digital Marketing

In Association With



Session – 2
28.05.21

Presenting by

S.Karthikeyan
CEO – Mist Solutions
www.mistsolutions.in



Please Ensure the Following Points



- **Check your connections – Wi-Fi, audio and video.**
- **Mute Your Mic and On your Video**
- **Ensure that you are in a Professional Background**

Please prepare yourself for the session.

ARM 452 – Digital Marketing - Session -2

Session Topic :

- Fundamentals of Digital Marketing.
- Digital Marketing Evolution.
- Introduction to Ecommerce .
- Impact of Ecommerce application.

ARM 452 – Digital Marketing - Session -2

- Fundamentals of Digital Marketing
- What is Digital Marketing ?
- Types of Digital Marketing
- Digital Marketing Contents
- What is Branding ?
- Basic Requirements for Branding a company

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- What is Digital Marketing ?

It is the process of interacting with potential customers through digital channels with the goal of getting them to do something, like buy a product. You're digitally marketed to every time you're online, in the form of ads, email newsletters, blog posts, and more. So you actually already have experience with digital marketing, which makes getting started easy.



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- Types of Digital Marketing
 - SMM - Social Media Marketing
 - SMO – Social Media Optimization
 - SEO – Search Engine Optimization
 - Content Marketing – Blog Writing
 - Location Optimization – Google Business
 - Video Optimization – Youtube
 - Email Marketing – MailChimp
 - Viral Marketing – Paid Ads

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- Digital Marketing Contents
 - Text Content
 - For SEO
 - Images
 - Daily Promotion Images
 - General Promotion Images
 - GIF
 - Overall Promotion
 - Videos
 - Explanatory Videos

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- What is Branding ?

Ok .. Lets MAKE IT SIMPLE..

Branding is, your company name or business name or service should know to everyone. Your business should be quite popular.

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- **Basic Requirements for Branding a company**
 - Company Name
 - Eye Catching logo
 - Website
 - Good Content about the business
 - Real Images
 - Social Media Accounts
 - Google Accounts

A basic departmental store can able to convert into a supermarket through implementing proper strategies.



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A Digital Marketer Should be more knowledgeable to understand various business...

Any Queries .?

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- Digital Marketing Evolution
 - Digital Marketing Growth
 - Generation Based Growth
 - Digital Marketing Scope & TN Data

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- Digital Marketing Growth
 - Email – 1971
 - First Spam Email – 1978
 - First Ecommerce – 1982
 - World Wide Web – 1991
 - First Banner Ad – 1994
 - Ebay & Amazon – 1995
 - Free Email – 1996
 - Search Engine - 1998

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- Digital Marketing Growth
 - Email Marketing – 1999
 - Google Adwords – 2000
 - Youtube ads – 2006
 - Facebook Launch – 2007
 - Instagram – 2013

Digital Marketing Evolution Started here

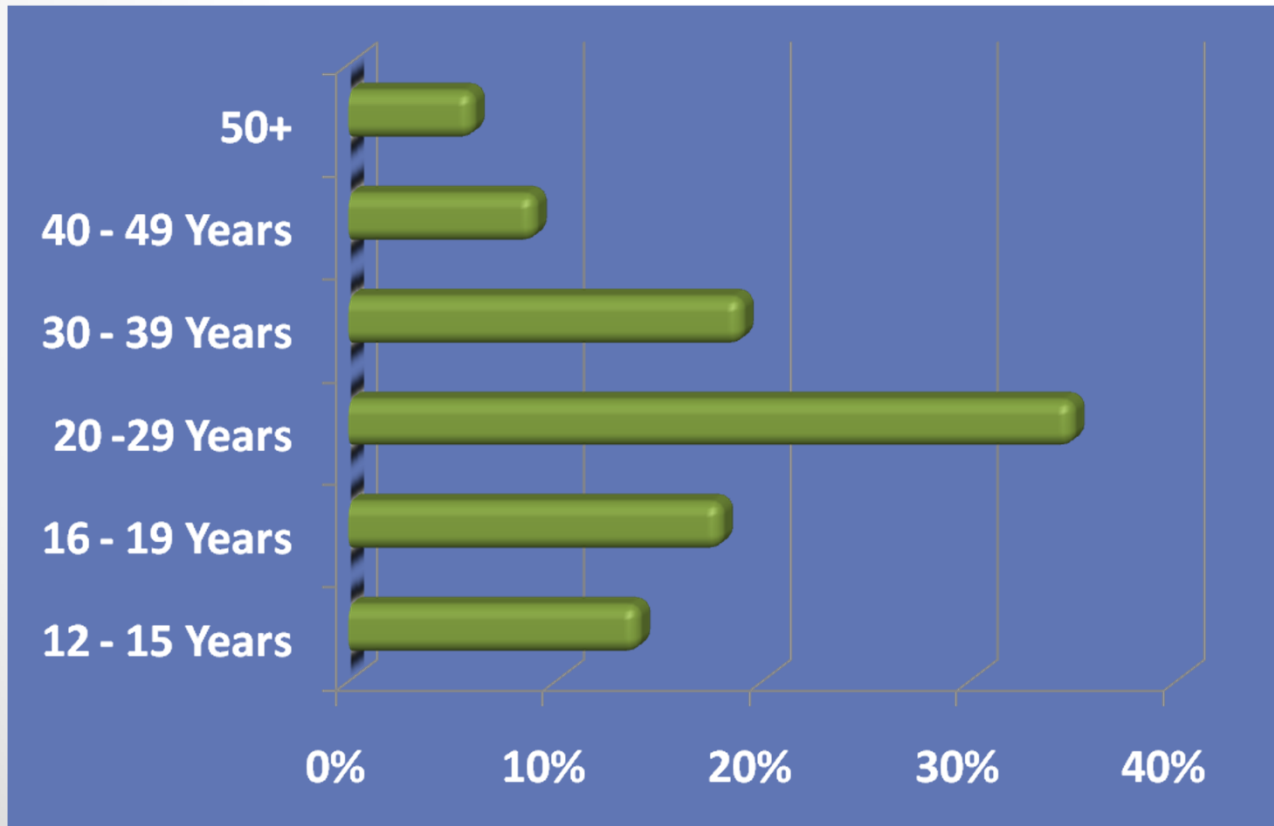
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- Generation Based Growth

Generation	Age range (years)	Birth year range
The Silent Generation	76 and over	1928-1945
Baby Boomers	57-75	1946-1964
Gen X	41-56	1965-1980
Millennials	25-40	1981-1996
Gen Z	9-24	1997-2012
Gen Alpha	8 and below	2013-present

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- Digital Marketing Scope & TN Data
Age Wise Internet Users - Tamilnadu



50 +	6%
40 – 49	9%
30 – 39	19 %
20 – 29	35%
16 – 19	18 %
12 – 15	14

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- Digital Marketing Scope and TN Data



Facebook &



Instagram

- **Facebook – 1 Crore Users (TN)**
- **Gender Wise : Male 74 % & Female 26 %**
- **Highest Age Group – 19 to 39 (72%)**



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Make IT Simple Technologies & Solutions

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- Digital Marketing Scope & TN Data



- Youtube – 4 to 4.5 Crore Users (TN)
- Gender Wise : Male 51% & Female 49 %
- Highest Age Group – 19 to 39 (74%)

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A Digital Marketer Should be more knowledgeable from the basic.

Any Queries .?

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- Introduction to Ecommerce
 - What is Ecommerce
 - Type of Ecommerce Application
 - Components of Ecommerce
 - How Payment gateway Works
 - How to Calculate Delivering system & Common Mistakes

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- What is E- Commerce
- **E-commerce** is the buying and selling of good or services via the internet, and the transfer of money and data to complete the sales. It's also known as electronic **commerce** or internet **commerce**



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- Type of Ecommerce Applications

- B2B E- Commerce

- Wholesale Business (Manufactures)

- Traders

- B2C E- Commerce

- All Retailers

- Educational Website

- Service Industries

- C2C E- Commerce

- Referral Business

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- **Components of Ecommerce**

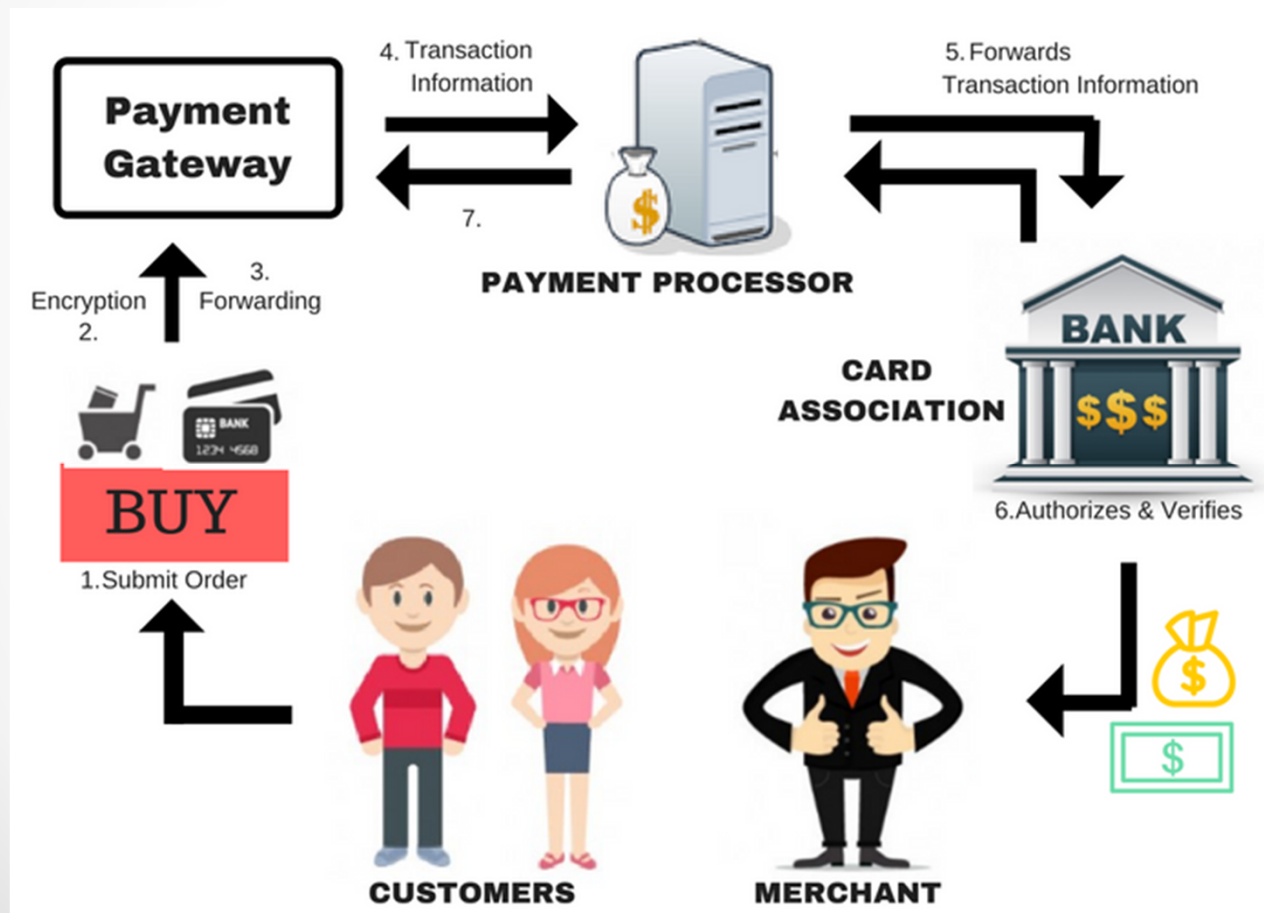
- Catalogue and Product display
- Individual Product Display
- Product Price & Selling Price
- Add to Cart Page
- User Registration
- Purchase Page
- Payment gateway Redirection

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- **Components of Ecommerce**
 - User Account
 - Shipping Information
 - Admin Dashboard
 - View Order Information
 - Delivery Partner
 - Order Tracking – Admin and Customer
 - Customer Reports
 - Product Reports

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How Payment gateway Works



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- How to Calculate Delivering system & Common Mistakes
 - Choosing Delivering Partner
 - Calculating Weight of the Product
 - Calculating the Distance
 - Calculating logistics including return
 - Product Validity

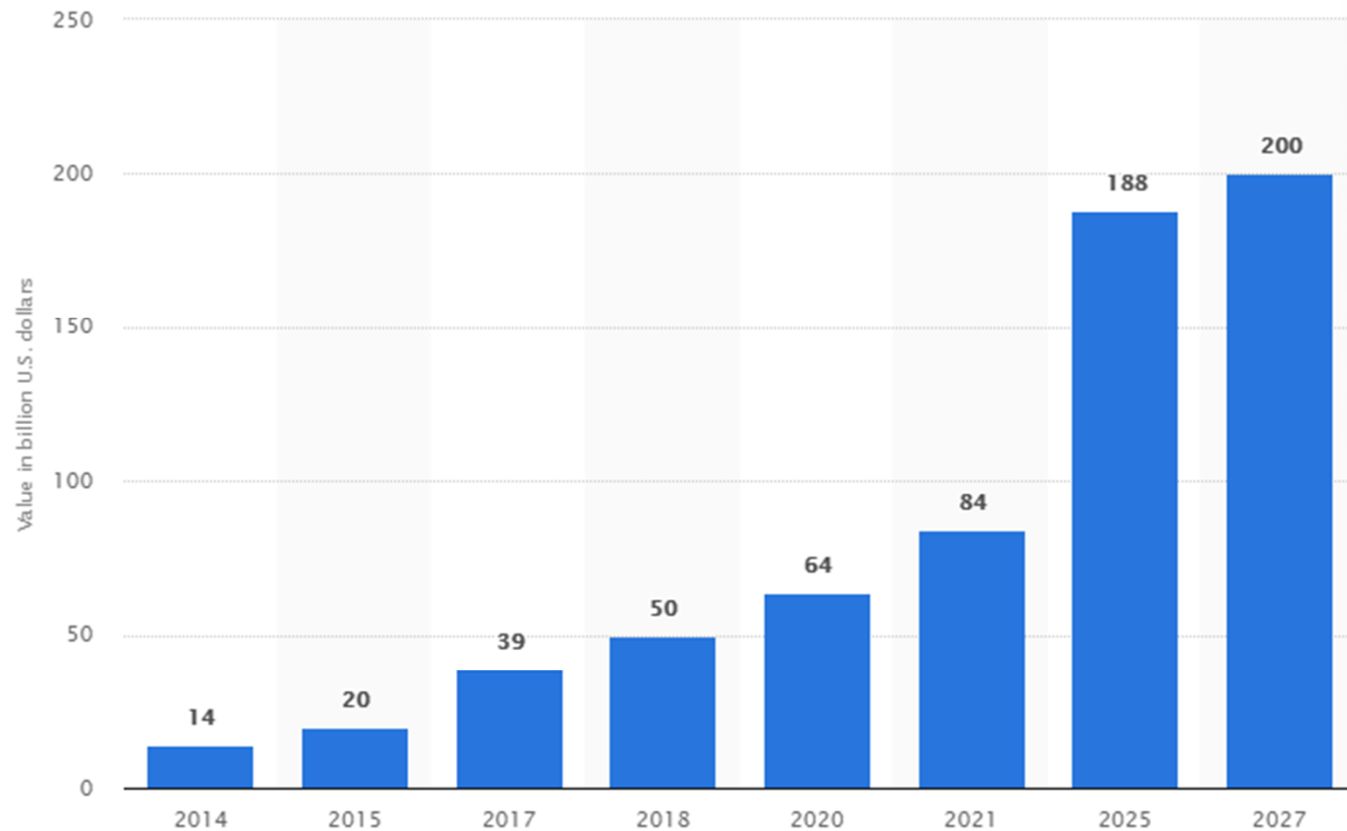
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A Digital Marketer Should be more a
absorber.

Any Queries .?

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- Impact of Ecommerce application.



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- **Impact of Ecommerce application.**
 - Advantage of Ecommerce Application
 - Access and convenience 24 hours.
 - Global market for the purchase or sale of the product.
 - It is easier to compare prices with other premium brands
 - Many options and range (options and options)
 - Return products if it is of lower quality
 - Time savings and reviews of easy review.

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- Impact of Ecommerce application.
 - Disadvantage of Ecommerce Application
 - Unable to personally examine the products
 - Privacy and security in online purchases
 - Fraud with credit cards
 - Inability to identify fraud
 - Delays in receiving products
 - Hidden cost
 - Lack of personal interaction

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A Digital Marketer Should be more a Curious

Lets See More in Next Session

Any Queries .?

Thank you
Have a great day